



**MINUTES  
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS  
MONDAY, NOVEMBER 18, 2019  
SANTA MONICA PIER AQUARIUM  
1600 OCEAN FRONT WALK  
SANTA MONICA, CA  
6:30 PM**

**Call to Order**

Chair Christopher Foster called the meeting to order at 6:34 p.m.

**Roll Call**

The following persons were recorded in attendance by the Recording Secretary:

Present: Board Members Christopher Foster, Abby Arnold, Misti Kerns and Carter Rubin

Absent: Allan Lipsky, Daniela Martin and Gray Bright

Also present: Santa Monica Pier Corporation Executive Director Negin Singh, Santa Monica Pier Corporation Deputy Director Jim Harris, Santa Monica Pier Events and Office Specialist (Recording Secretary) Lara Talatinian, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Beach Manager Judith Meister, City of Santa Monica Engineer/Project Manager Brian Ochoa, City of Santa Monica Senior Sustainability Analyst – Zero Waste Daniel Pankau, R3 Consultant Natalie Lessa, Santa Monica Landmarks Commissioner Roger Genser, Santa Monica Pier Lessees Association Representative Cindy Pfeifer

*Chair Foster requested the Board's concurrence to move Item 4.A. New Business: North Beach Trail Construction Update, to the top of the agenda. The Board unanimously concurred.*

**4. New Business**

A. North Beach Trail Construction Update

City of Santa Monica Beach Manager Judith Meister and Project Manager Brian Ochoa updated the Board on the recent progress of the new North Beach Trail bicycle and pedestrian path improvements. The Board provided feedback and expressed eager anticipation to see the project's completion.

*Chair Foster requested the Board's concurrence to move Item 4.B New Business: Presentation of City of Santa Monica Zero Waste Plan up on the agenda to be discussed next. The Board concurred.*

**4. New Business**

B. Presentation of City of Santa Monica Zero Waste Plan

City of Santa Monica Sustainability Analyst Daniel Pankau and R3 Consultant Natalie Lessa presented the City of Santa Monica Zero Waste Plan to the Board and the Board provided comments and feedback. Pier Administrator Elana Buegoff informed the presenters that the businesses on the Pier are currently well trained in organics management and have successfully employed a Zero Waste Plan. Executive Director Singh added that the Pier Corporation also works with the City's Resource Recovery and Recycling team to ensure the Pier produced events have been in compliance with the plan.

**1. Reports of Staff/Members**

A. Staff and Programming Update

Executive Director Singh informed the Board the past month was a very busy month for the Pier including a record weekend that featured 3 promotional activations, the annual Cycle for Heroes large-scale event rental, 5 nights of American Film Market event programming and 3 carousel birthday parties. Holiday marketing for Cheer on the Pier has been very successful. Social media platform Instagram followers has grown an upwards of 20K in 2 years, all thanks to organic community engagement.

B. Office of Pier Management Update

Pier Administrator Buegoff updated the board on a number of things including the upcoming December 10 City Council meeting that includes on its agenda the funding for the Twilight concerts. For capital improvements, the Pier Bridge scoping meeting took place on October 30<sup>th</sup>, the Pier PA system is being designed and 60% of it will be designed and presented to council in a few weeks. Executive

Director Singh mentioned that a physical altercation that took place between two street performers during the daily street performer lottery, which has led to the suspension of their permits.

C. October 2019 Budget & Financials

Deputy Director Harris reported that October was an extraordinary month for event deck rentals, promotions and Merry-Go-Round rentals. The organization continues to be in good financial standing.

D. Santa Monica Police Department / Harbor Patrol

No report.

E. Santa Monica Pier Lessees Association

Pier Lessees Representative Pfeifer informed board that the SMPLA favors Option 4 of the Pier Bridge Improvement Plan.

F. Landmarks Commission

Landmarks representative Roger Genser reported that a city engineering staff member gave a presentation regarding the Pier Bridge a week ago.

**2. Public Input**

No Input

**3. Consent Calendar**

A. October 21, 2019 Regular Pier Corporation Board Meeting Minutes

Board Member Arnold moved and Board Member Rubin seconded a motion to approve the October 21, 2019 minutes as presented. The motion carried unanimously.

**4. New Business**

C. Board Study Groups

Board member, speaking on behalf of the Pier Bridge Improvement Study Group reported that he attended the recent Pier Bridge EIR public scoping meeting.

**5. Closed Session**

- A. PERSONNEL  
Executive Director Review

Chair Foster adjourned the meeting to Closed Session at 7:49 PM.

Chair Foster reconvened the meeting at 8:45 PM

**Adjournment**

Chair Foster adjourned the meeting at 8:46 PM.

**ATTEST:**

**APPROVED:**

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**Board Secretary Carter Rubin  
Foster**

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**Board Chair Christopher**